



"Bay Area communities working together for a sustainable energy future."

Request for Proposals

Single Family Home Upgrade - Implementation and Related Services and Regulatory Support

Release Date: July 18, 2016

Response Deadline: August 22, 2016, by 3:00 p.m.

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I. Introduction

The Association of Bay Area Governments (“ABAG”), on behalf of the San Francisco Bay Area Regional Energy Network (BayREN), announces a Request for Proposals (RFP) for services in support of our Single Family energy efficiency subprogram, as well as regional marketing and regulatory support. The services will be provided commencing on January 1, 2017. While the exact budget has not been established, the current annual budget for Single Family implementation and advising services is approximately \$1.2 million. The BayREN is a regional energy network comprised of the nine-county member governments of the ABAG geographic region.¹ Additional information about the BayREN may be found at our website, www.BayREN.org.

II. Intent and Terms of RFP

BayREN seeks to engage firm(s) for implementation, Energy Advising, marketing, Program Implementation (IP and PIP) development, and support of Evaluation, Measurement and Verification (EM&V) activities for our single family energy retrofit program. We also seek consultant services for overall regulatory support.

III. BayREN’s Single Family Program

BayREN is the exclusive implementer of the Energy Upgrade California®, Home Upgrade Program in the nine Bay Area counties. While we do not implement the Advance Home Upgrade Program, we do provide a \$300 rebate assessment to Bay Area home owners that participate in this program. In addition to program implementation, BayREN provides training and mentoring to contractors. BayREN also provides training and an incentive to assessors and property owners that participate in Home Energy Score.

An important element of our program design is the Home Upgrade Advisor service that provides information to both home owners and contractors about Home Upgrade, complimentary program referrals, financing, and energy and water efficiency.

BayREN member agencies are responsible for marketing and outreach of the program to the cities within their counties. However, the successful bidder will be responsible for regional marketing, as detailed below in Part Three.

¹ ABAG’s county members include Alameda (represented by StopWaste), Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano (represented by City of Suisun), and Sonoma (represented by the Sonoma County Regional Climate Protection Authority).

IV. Scope of Work

The Scope of Work (SOW) is to be used as a general guide and is not intended to be a complete list of all work associated with BayREN's needs. The list is not exhaustive, and consultants may be called upon for other services within their expertise that are not mentioned here.

Bidders may submit proposals on all or any combination of the Service Categories, or on a single Service Category. Proposers are encouraged to assemble teams of qualified consultants/contractors with the experience and background to serve multiple or all task categories.

PART ONE: Implementation Services Related to Home Upgrade Program

Consultant services in support of this category relate to implementation of the following program elements:

- a. Contractor recruitment, training, professional development and performance tracking
- b. Process customer applications and manage payment of incentives using Energy Orbit or compatible platform. (Currently, the monthly number of projects processed is in the range of 175 – 245 for Home Upgrade and 100 Advanced Home Upgrade assessments.) **Note: Proposing firm must have passed PG&E's data security clearance in order to be eligible to bid on this program element.**
- c. Process Advanced Home Upgrade Assessments in coordination with Home Energy Score Incentives
- d. Propose and implement program streamlining and cost-saving improvements
- e. Quality Assurance/Quality Control to ensure customer eligibility and contractor performance
- f. Provide strategic guidance on program changes that will result in market transformation, greater energy savings, cost effectiveness, and meet co-benefits such as improved indoor air quality, EV readiness, ZNE, etc.
- g. Oversee EM&V activities including responding to CPUC issued data requests, participate in Peer Review Groups, review and provide comments on BayREN Single Family Evaluation studies
- h. Work with technical consultants to calculate program cost-effectiveness, application of E3 calculators, and work paper development
- i. Work with marketing team and Home Upgrade Advisor to improve program messaging and targeting
- j. Monthly, quarterly and as-needed reporting

PART TWO: Home Upgrade Advisor

The Home Upgrade Advisor (HUA) is an integral element of the BayREN Single Family Program. The HUA is responsible for both consumer- and contractor-facing services. While not

required, it is preferable for the HUA call center to be located within the BayREN territory. Services include:

- a. Serve as first point of contact for leads through a call center and provide basic energy efficiency and other “green home” education to interested homeowners
- b. Provide consumers referrals to appropriate energy efficiency programs
- c. Regular follow up and engagement of past leads
- d. Offer advice on relevant financing options
- e. Provide information about Home Energy Score
- f. Capacity to conduct duties in languages other than English

PART THREE: Regional Marketing Services

BayREN’s marketing is done primarily by the member agencies as in our experience, local tactics are more effective. However, we seek services for regional tasks, including:

- a. Website maintenance
- b. Development and/or production of Home Upgrade collateral
- c. Coordination with Statewide Marketing, Education and Outreach (Energy Upgrade California®)
- d. Coordination with Home Upgrade Advisor and Implementation team as necessary
- e. Ability to implement other marketing tactics (i.e. media buys, email campaigns), if requested
- f. Marketing activities related to the Statewide Financing Programs (Gogreenfnacing.org) and integration with Home Upgrade marketing, as needed

PART FOUR: Regulatory Support

BayREN is currently a party in several CPUC proceedings, but seeks to have broader participation in proceedings in state and federal agencies. As the scope of these services is not determined, proposers are asked to provide their qualifications to:

- a. Support ABAG and BayREN in responses, filings and other documentation required to be filed with the CPUC and PG&E
- b. Monitor regulatory and legislative proceedings that have relevance to BayREN
- c. Provide strategy on different funding opportunities and/or program ideas and draft related documents

V. Submission Requirements

A. Time and Place for Submission of Proposals.

Proposals must be received **no later than 3:00 p.m. PST on August 22, 2016**. The ABAG time and date stamp will be the basis of determining delivery of receipt of proposals. Late submissions will not be accepted. Proposals must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFP for BayREN Single Family Services.

Firms must provide one (1) original and three (3) identical copies of their proposal. A CD with electronic copies of all documents included in the submittal packet shall also be included. The

CD files shall be readable by Microsoft Office products and/or in standard PDF format. All proposals shall be sent to:

Jennifer K. Berg
Senior Program Manager
Association of Bay Area Governments
Bay Area Metro Center
375 Beale Street, 7th Floor
San Francisco, CA 94105

B. Format and Content of Proposals.

All Proposals shall be typewritten on standard 8 ½ x 11 paper (larger paper is permissible for charts, spreadsheets, etc.) and placed within a binder with tabs delineating each section and for which the contents can be easily removed. Hard copies should utilize both sides of the paper where practical. Proposals shall be no longer than fifteen (15) single spaced pages, exclusive of exhibits and tabs. Firms interested in responding to this RFP must submit the information in the order specified below. **Proposals that do not follow this identical format or do not provide the detail requested, will not be considered.**

1. Letter of Transmittal (1 page)

The Letter of Transmittal must identify the submitting organization, the name, title, telephone number, and e-mail address of: the person authorized by the organization to contractually obligate the organization, the person authorized to negotiate the contract on behalf of the organization and the person to be contacted for clarification. The letter shall be signed by the person authorized to contractually obligate the organization. If any information is considered by the Proposer to be “proprietary” or “confidential”, said sections shall be identified in the Letter of Transmittal.

2. Executive Summary (up to 1 page)

Provide a clear statement of the firm’s understanding of the nature and extent of the services required, the team’s overall approach in fulfilling the objectives and goals of the contract, and a brief summary of your team’s key strengths. Introduce the subcontractors included on the consultation team, describing the nature of services they routinely provide that demonstrate the firms’ qualifications to perform the work scope.

3. Contractor/Sub-Contractor Qualifications (up to 2 pages)

Provide background and qualifications that address the following for your firm and each subcontracting firm(s) on the proposal team, including:

- a. Name, address, and telephone number of contact persons
- b. A brief description of each firm, its role in providing necessary professional services

- c. Examples of two projects completed by your firm and each subcontractor, including client, reference and telephone numbers, staff members who worked on each project, budget, schedule and project summary

4. Team Qualifications (up to 2 pages)

Provide a list identifying:

- a. Each key person on the project team
- b. The project manager
- c. The role each will play in the project
- d. A written assurance that the key individuals listed and identified will be performing the work and will not be substituted with other personnel or reassigned to another project without ABAG's prior approval
- e. A description of the experience and qualifications of each of the project team members, including brief resumes if desired

5. Experience with Similar Projects (up to 3 pages)

For your firm and each subcontractor, describe relevant project experience that corresponds to the categories of the Scope of Work. Projects may be included in more than one program area as long as they pertain. Where appropriate, briefly describe your approach to the work, including insights and issues associated with the program area, and/or sample tasks or deliverables. Include client, budget, schedule, project summary, the name of the organization that received the services, source(s) and the dates the service or services were provided.

6. Implementation Plan (up to 6 pages)

The Regional Energy Network model is premised upon uniform access to broad-scale energy efficiency programming across a geographic area as well as a more efficient, centralized and cost-effective infrastructure for the delivery of energy efficiency programs. Consistent with the REN model, Proposers are expected to provide a compelling Implementation Plan that includes strategies for high-performance, cost-effective services.

7. References (not counted towards page limit)

Provide three (3) references for the prime contractor's lead project manager, for each subcontracting firm, including the name, address and telephone number of three or more recent clients. References should attest to the firm or team member's ability to successfully perform the type services being request for this project. ABAG reserves the right to contact references not provided by the Proposer.

8. Fee Proposal (not counted towards page limit)

ABAG intends to award this contract to the firm(s) that it considers will provide the best overall program services. ABAG reserves the right to accept other than the lowest priced offer and to reject any proposals that are not responsive to this request.

Please provide a fee proposal for Parts One, Two, and Three in a sealed envelope that includes the hourly rates and years of experience for all team members. Proposers shall provide this information in the Fee Worksheet, attached hereto as Exhibit A. (The Fee Worksheet is also viewable at <http://abag.ca.gov>.) Proposals for Regulatory Support, Part Four, should include the position categories and rate/hour only on sheet 2 of the Fee Worksheet.) Hourly rates and itemized costs may be used to negotiate changes in the Scope of Work if necessary.

VI. Schedule of Events and Opportunity for Questions

ABAG will endeavor to adhere to the following schedule:

Action	Date
Release of RFP	July 18, 2016
Deadline To Submit Written Questions or Requests for Clarification	July 28, 2016 by 3:00 p.m. PST
Response to Written Questions/RFP Amendments (Addendum if necessary)	August 1, 2016
Deadline for Submission of Proposals	August 22, 2016 by 3:00 p.m. PST
Identity and Notify Finalist(s)	September 14, 2016
Opportunity for Protest	Within five days of notification

All questions regarding the RFP shall be delivered via electronic email only to the ABAG designated Procurement Contact, Jennifer K. Berg at jennyb@abag.ca.gov.

VII. Proposer Qualifications/Evaluation Criteria

A. Written Criteria.

The Evaluation Criteria listed below will be utilized in the evaluation of proposals.

1. Proposer's ability to meet or exceed the Scope of Work (Section IV of this RFP), relating to any and all categories for which the proposal seeks consideration. (30%)
2. Demonstrated success on previous projects, especially of similar scope, including quality of work and meeting project schedule and budget. (30%)
3. Practical experience and technical qualifications of key staff and sub-consultants in any and all categories for which the proposal seeks consideration. (20%)
4. The integration of first-rate quality, high-return cost-effectiveness strategies into a Proposer's Implementation Plan. (20%)

VIII. Additional Terms and Conditions

This request for proposals, and proposals submitted by firms, are subject to the following:

A. Contract Award

All contract(s) issued by ABAG under this RFP are expected to commence as soon as possible and expire no later than December 31, 2019. All proposers and successful Grantee(s) acknowledge, understand, and agree that the term, provisions, and budgets of any and all contracts issued by ABAG hereunder are subject to increase or decrease at the sole and absolute discretion of ABAG. BayREN funding is subject to approval by the CPUC and is not guaranteed. Should there be changes in funding, including termination of funding for Home Upgrade, the contract with the proposer will be revised/terminated accordingly.

B. Electronic Mail Communication

Most of the communication from ABAG regarding this RFP will be conducted by electronic mail (e-mail). Proposers agree to provide the Point of Contact with a valid e-mail address to receive this correspondence. ABAG shall include notification regarding the award announcement via e-mail and the date of transmission shall trigger the five (5) day deadline to file any protests or appeals, as described below.

C. Errors and Omissions in RFP

Proposers are responsible for reviewing all portions of this RFP. Proposers are to promptly notify ABAG, in writing, if the Proposer discovers any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be directed to ABAG promptly after discovery, but in no event later than five (5) working days prior to the date for receipt of proposals. Modifications and clarifications will be made by addenda as provided below.

D. Objection to RFP Terms

Should a proposer object on any ground to any provision or legal requirement set forth in this RFP, the Proposer must, not more than five (5) calendar days after the RFP is issued, provide written notice via email to ABAG setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

E. Change Notices

ABAG may modify the RFP, prior to the proposal due date, by issuing Change Notices, which will be posted on the website (<http://abag.ca.gov>). The Proposer shall be responsible for ensuring that its proposal reflects any and all Change Notices issued by ABAG prior to the Proposal due date regardless of when the proposal is submitted. ABAG recommends that the Proposer consult the website frequently, including shortly before the proposal due date, to determine if the proposer has downloaded all Change Notices.

F. Term of Proposal

Submission of a proposal signifies that the proposed services and prices are valid for one-hundred and twenty (120) calendar days from the proposal due date and that the quoted prices are genuine and not the result of collusion or any other anti-competitive activity.

G. Revision of Proposal

A proposer may revise a proposal on the proposer's own initiative at any time before the deadline for submission of proposals. The proposer must submit the revised proposal in the same manner as the original. A revised proposal must be received on or before the proposal due date. In no case will a statement of intent to submit a revised proposal, or commencement of a revision process, extend the proposal due date for any proposer. At any time during the proposal evaluation process, ABAG may require a proposer to provide oral or written clarification of its proposal. ABAG reserves the right to make an award without further clarifications of proposals received.

H. Errors and Omissions in Proposal

Failure by ABAG to object to an error, omission, or deviation in the proposal will in no way modify the RFP or excuse the vendor from full compliance with the specifications of the RFP or any contract awarded pursuant to the RFP.

I. Financial Responsibility

ABAG accepts no financial responsibility for any costs incurred by a firm or individual in responding to this RFP. Submissions of the RFP will become the property of ABAG and may be used by ABAG and the BayREN Coordinating Committee in any way deemed appropriate.

J. Conflict of Interest

In responding to this RFP, Proposer(s) and any subsequent Consultant(s)/Contractor(s) covenant that it/they presently have no interest and will not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance or services under any Agreement which may be established as a result of this process.

K. Claims Against ABAG

No firm or its representatives shall have any claims whatsoever against ABAG or the BayREN member governments, agencies or any of its/their respective officials, agents, or employees arising out of or relating to this RFP or these procedures.

L. Reservations of Rights by ABAG

The issuance of this RFP does not constitute an agreement by ABAG that any contract will actually be entered into by ABAG. ABAG expressly reserves the right at any time to:

1. Waive or correct any defect or informality in any response, proposal, or proposal procedure.
2. Reject any or all proposals.
3. Reissue a Request for Proposals.
4. Prior to submission deadline for proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the proposals.
5. Procure any materials, equipment or services specified in this RFP by any other means.
6. Determine that no project will be pursued.

M. Small Business Participation

The successful bidder(s) will be required to make positive efforts to utilize small businesses, minority-owned firms, and women business enterprises, whenever possible as set forth in 10 CFR 600.236(e). (<http://ecfr.gpoaccess.gov>).

N. No Waiver

No waiver by ABAG of any provision of this RFP shall be implied from any failure by ABAG to recognize or take action on account of any failure by a proposer to observe any provision of this RFP.

O. Contract Requirements

The successful proposer will be required to enter into a contract substantially in the form of the Agreement for Professional Services, attached hereto as Exhibit B. (The sample Agreement is also viewable at <http://abag.ca.gov>.) This contract may be augmented by additional requirements imposed by PG&E, ABAG and/or the BayREN Coordinating Committee. Failure to timely execute the contract, or to furnish any and all insurance certificates and policy endorsement, surety bonds or other materials required in the contract, shall be deemed an abandonment of a contract offer. ABAG, in its sole discretion, may select another firm and may proceed against the original selectee for damages.

P. Protest Procedure

Protest of Non-Responsiveness Determination.

Within five (5) working days of ABAG's issuance of a notice of non-responsiveness, any firm that has submitted a proposal and believes that ABAG has incorrectly determined that its proposal is non-responsive may submit a written notice of protest. Such notice of protest must be received by ABAG on or before the fifth working day following ABAG's issuance of the notice of non-responsiveness. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an

individual authorized to represent the proposer, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for ABAG to determine the validity of the protest.

Protest of Contract Award

Within five (5) working days of ABAG's issuance of a notice of intent to award the contract, any firm that has submitted a responsive proposal and believes that ABAG has incorrectly selected another proposer for award may submit a written notice of protest. Such notice of protest must be received by ABAG on or before the fifth business day after ABAG's issuance of the notice of intent to award. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the proposer, and must cite the law, rule, local ordinance, procedure and/or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for ABAG to determine the validity of the protest.

Delivery of Protests

All protests must be received by the due date. If a protest is mailed, the protestor bears the risk of non-delivery within the deadlines specified herein. Protests should be transmitted by a means that will objectively establish the date ABAG received the protest. Protests or notice of protests made orally (e.g., by telephone) will not be considered. Protests must be delivered to:

Jennifer K. Berg
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